



**COLLEGE RADIO
CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

May 25th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of May 20th. We enclose program forms on which you may record your broadcast schedule for our guidance in representing WCSR to national advertisers. Please fill in one sheet for each day of the week and return to us.

Applications for Luckies to be used as program give-away prizes will be taken in September for the 1954-5 year. You'll be reminded of this through our Sales Newsletter; please write again on the subject in the fall.

Your payment for second semester Luckies programs will be sent promptly on receipt of your final affidavit. The affidavit form will reach you in about a week.

Best wishes for a pleasant summer.

Cordially,

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j

67-5

COLLEGE RADIO
COMPANION

14 WEST 42ND STREET, NEW YORK 36, N.Y. PHONE ORFORD 3-0800

May 25th, 1954

Miss Cecilia Davis
Manager, Radio Station WJLB
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of May 12th. We enclose program forms on which you may record your broadcast schedule for our guidance in terms of time and to station management. Please fill in one sheet for each day of the week and return to us.

Applications for broadcast are processed as rapidly as possible and will be taken in September for the 1954-55 year. You'll be interested to know that our sales department, please call again on the subject in the fall.

Your payment for second semester Luckie's program will be sent promptly on receipt of your final affidavit. The affidavit form will reach you in about a week.

Best wishes for a pleasant summer.

Cordially,

Robert E. Vance, Jr.
College Radio Companion

WJLB

STATION PROGRAM SCHEDULE

College

Call Letters

DAY: _____

Note: 5-min. and 10-min. programs are shown by lines
dividing the fifteen minute segments proportionately.KEY TO PROGRAM SYMBOLS:

CM - Classical Music
 PM - Popular Recorded Music
 N - News (National & Local)
 S - Sports
 LS - Local Sports
 NS - News & Sports
 SM - Special Music (Jazz, Show
 music, etc.- See "remarks")

L - Live Shows (forums,
 interviews, etc.- see
 "remarks")
 LM- Live Music (vocal,
 instrumental, etc.
 see "remarks")
 PbP- Play-by-Play sports
 (recorded music replaces)

KEY TO SPONSORSHIP SYMBOLS:

SN - Sponsored National
 SL - Sponsored Local
 UN - Unavailable for sponsorship
 AP - Available for SPOT participation

Blank spaces indicate station
 can and will adjust program schedule

STATION BREAK	TIME SEGMENT	PROGRAM TYPE	PROGRAM NAME	SPONSORSHIP	REMARKS
	7:00 - 7:30a				
	7:30 - 8:00a				
	8:00 - 8:30a				
	8:30 - 9:00a				
	6:00 - 6:15p				
	6:15 - 6:30p				
	6:30 - 6:45p				
	6:45 - 7:00p				
	7:00 - 7:15p				
	7:15 - 7:30p				
	7:30 - 7:45p				
	7:45 - 8:00p				
	8:00 - 8:15p				
	8:15 - 8:30p				
	8:30 - 8:45p				
	8:45 - 9:00p				
	9:00 - 9:15p				
	9:15 - 9:30p				
	9:30 - 9:45p				
	9:45 - 10:00p				
	10:00 - 10:15p				
	10:15 - 10:30p				
	10:30 - 10:45p				
	10:45 - 11:00p				
	11:00 - 11:15p				
	11:15 - 11:30p				
	11:30 - 11:45p				
	11:45 - 12:00m				
	12:00 mid to sign-off				

REPRESENTATIVE: College Radio Corporation, 545 Fifth Avenue, New York 17, New York

MU 7 - 6865

